

# FrankPR Inc. Sustainability Report 2026

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# FrankPR Inc. Sustainability Report 2026

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## Editorial Policy

This report is FrankPR Inc.'s (hereinafter “the Company”) annual document, prepared to communicate our approach to sustainability—along with our activities, results, and targets—to external stakeholders in a structured way. It builds on the Company’s Sustainability Declaration (established June 2026) and references the framework of the SDGs

(Sustainable Development Goals) and the concept of CSV (Creating Shared Value: management that simultaneously solves social issues and creates economic value).






- Figures reflect only confirmed results. Metrics that are not yet finalized are clearly marked “under development.” No estimated values are used.
  - Third-party awards, certifications, and media coverage are included as objective evidence of our work.
  - Activities of “Raffaello,” the ethical leather brand operated by the Company, are reported as the Company’s own activities.
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## 1. Sustainability Highlights

The Company places the resolution of social issues at the very purpose of its business, through ethical manufacturing and support for corporate communications. Key results for this period are as follows.

Category	Indicator	Result	Source
 Environment	CO2 reduction rate of Raffaello products (vs. conventional method)	<b>80% reduction</b>	DECARBO score certification (obtained June 2024)
 Social	Share of net profit donated to education support	<b>10%</b>	Company donation records
 Social	Share of women among directors	<b>50%</b> (1 of 2, as of June 2026)	Company board composition
 Recognition	Third-party award	<b>6th Japan SDGs Award, Minister for Foreign Affairs Award, and others</b>	Awarding bodies
 Partnership	Education-support partners	<b>2 organizations</b> (Shapla Neer / SEED Ministries Bangladesh)	Company activity records



**The core of our sustainability:** For the Company, sustainability is not a peripheral social-contribution activity but the very purpose of the business. Through two axes—“ethical manufacturing” and “support for corporate sustainability communications”—we create social and economic value at the same time.

## 2. Message from the President

My commitment to sustainability has its roots in my graduate studies in urban and regional planning, where I confronted the challenges of poverty and education in developing countries. Wanting to turn learning into practice, in 2014 I launched the ethical leather brand “Raffaello,” and through production in Bangladesh I have supported the economic independence of women and people with disabilities.

Since founding FrankPR Inc. in 2018, I have expanded this philosophy beyond a single company’s manufacturing—through public relations and information dissemination for the AI era (LLMO: optimization so that generative AI correctly cites and recommends a company’s information)—into building mechanisms that ensure the value of socially

contributive companies is communicated accurately to society. Creating a state in which companies with excellent practices are evaluated fairly, regardless of size, is what we see as our social role.

The Company is a small firm run by two directors. Precisely because of this, we do not separate management decisions from our sustainability policy; we return profits to society, do not turn away from objective third-party evaluation, and continuously verify our efforts. We hope this report helps you understand our journey.

Maki Matsuo, Representative Director & President June 2026

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### 3. Company Profile and Two Businesses

The Company operates two businesses of differing nature in an integrated way, with the resolution of social issues at its core.

#### Two Pillars of Business

Pillar	Description	Social role
Manufacturing & retail (Raffaello)	Planning, manufacturing, and sales of an ethical leather brand; production in Bangladesh	Economic independence support for women and people with disabilities in developing countries; low-carbon manufacturing
Communications support (PR / LLMO / media)	PR-driven LLMO services, AI adoption support, operation of an SDGs media site (franksdgs.com), consulting	Supporting the communication of socially contributive companies and making sustainable practices visible to society

## Company Overview

Item	Details
Company name	FrankPR Inc.
Representative Director & President	Maki Matsuo
Founded	October 1, 2018
Capital	JPY 10 million
Number of directors	2
Head office	Saiwai Building 9F, 1-3-1 Uchisaiwaicho, Chiyoda-ku, Tokyo 100-8560, Japan
Telephone	+81-50-3177-4402
Official website	<a href="http://www.frank-pr.jp/">http://www.frank-pr.jp/</a>
SDGs media	<a href="https://franksdgs.com/">https://franksdgs.com/</a>

## 4. Our Approach to Sustainability Management

### Purpose

The Company aims to realize “a world in which companies that take sustainability seriously are evaluated fairly by society, regardless of size.” We create social value ourselves through ethical manufacturing, and we extend that practical know-how into communications support for companies that share the same aspirations.

### Why We Engage





Our sustainability is not an activity placed outside the business as CSR (Corporate Social Responsibility). Raffaello’s revenue becomes the funding source for employment and education support in developing countries, and our communications-support business makes the visibility of sustainable companies its very product. In other words, the growth of the business is directly linked to the expansion of social value (see Chapter 8, “CSV Structure”).

## How We Identified Materiality

The Company identified its material issues from three perspectives—(1) strength of relevance to the business, (2) magnitude of social impact, and (3) the degree to which the Company can make a distinctive contribution—and organized them into four areas: “Environment,” “Social,” “Governance,” and “Economic Value (Creating Shared Value).”

## 5. Materiality and Value Creation Overview (MECE)

We organize our contribution into four areas, with no gaps and no overlaps.

Area	Theme	Key SDGs	Core message
 Environment	Decarbonizing the product lifecycle	SDG 12	Fulfilling the responsibility to produce, with numbers
 Social	Independence support and education in developing countries	SDG 1 / 4 / 5 / 8 / 10	Creating jobs and supporting learning
 Partnership	NPO partnership and making efforts visible	SDG 17	Connecting with trustworthy third parties
 Economic value	Support for corporate sustainability communications	SDG 17	Putting good work into a form that reaches society

## Value Creation Logic (Input → Activity → Outcome → Impact)

Stage	Content
Input	Knowledge of urban/regional planning and development, an ethical sourcing network, expertise in PR and AI-search optimization
Activity	Manufacturing and sales of low-carbon leather, employment in developing countries, donation of 10% of net profit to education, support for corporate sustainability communications
Output	Certified products, employment opportunities, donations, clients' sustainability communications
Outcome	Higher income for women and people with disabilities in developing countries, schooling opportunities for children, social visibility of corporate efforts
Impact	Expanded opportunities for economic independence and education; formation of a market in which sustainable companies are evaluated fairly

## 6. Priority Areas: Activities and Results

### Area 1 — Environment: Decarbonizing the Product Lifecycle

**Relevant SDG:** SDG 12 (Responsible Consumption and Production)

**Challenge:** Leather manufacturing tends to carry a high environmental load in tanning and production processes. If we are to call ourselves ethical, we must fulfill our responsibility with concrete figures on the environmental side, not only the social side.

**Our solution:** For the Raffaello brand, we adopted low-carbon leather with a redesigned manufacturing process and obtained a quantitative evaluation using a third-party indicator.

Indicator	Content	Effect	Source
CO2 emissions	Comparison with conventional method	<b>80% reduction</b>	DECARBO score certification (June 2024)

**Structure of environmental impact:**

- By making per-product CO2 emissions visible and backing them with third-party certification, we turned reduction from a “claim” into “evidence.”
- Decarbonization can be presented to customers as a criterion at the point of purchase.



**“Fulfilling the responsibility to produce, with numbers”** — Environmental consideration becomes trust only when it is quantified and verified by a third party.

Definition: The DECARBO score is an indicator that visualizes and certifies the degree of decarbonization of a product or service.

**👥 Area 2 — Social: Independence Support and Education in Developing Countries**

**Relevant SDGs:** SDG 1 (No Poverty) / SDG 4 (Quality Education) / SDG 5 (Gender Equality) / SDG 8 (Decent Work and Economic Growth) / SDG 10 (Reduced Inequalities)

**Challenge:** In developing countries, there is a structure in which women and people with disabilities are easily left out of stable work and educational opportunities.

**Our solution:** Through Raffaello’s production in Bangladesh, we create employment and, by continuing fair orders, support economic independence. We also allocate a portion of net profit to education support for children.

Activity	Content	Result	Source
Job creation	Leather production in Bangladesh	Continued employment support for women and people with disabilities	Company activity records
Education-support donation	Donation of part of net profit	<b>10% of net profit</b> donated	Company donation records
Recipients	Partner NPOs / local organizations	Shapla Neer / SEED Ministries Bangladesh	Company activity records

### Structure of social impact:

- Beyond “donations,” we combine support that leads to independence—“employment through continuous ordering.”
- The design is such that as sales grow, the funding for employment and donations also increases.



“**Creating jobs and supporting learning**” — Not a one-time handout, but independence supported by the two wheels of opportunities to work and to learn.

## Area 3 — Economic Value: Support for Corporate Sustainability Communications

**Relevant SDG:** SDG 17 (Partnerships for the Goals)

**Challenge:** Even companies with excellent sustainability practices cannot drive evaluation or behavioral change if those practices are not communicated correctly to society, customers, and generative AI. Small and medium-sized enterprises in particular have limited communication resources.

**Our solution:** Through PR-driven LLMO services, AI adoption support, and the operation of an SDGs media site (franksdgs.com), we create a state in which corporate sustainability information reaches society and generative AI correctly. Our own practice of ethical management underpins the persuasiveness of this support.

### Structure of economic-value impact:

- Our service provision (economic value) is itself the “social visualization of sustainable efforts” (social value).

- Our own practices (Raffaello, donations, certification) provide the evidence base for advising the companies we support.



“Putting good work into a form that reaches society” — Good deeds that go uncommunicated cannot change society’s decisions. Visibility, too, is part of sustainability.

## 👉 Area 4 — Partnership: NPO Collaboration and Making Efforts Visible

**Relevant SDG:** SDG 17 (Partnerships for the Goals)

**Challenge:** There are limits to what a small business can achieve alone on social issues. Efforts based solely on self-declaration also lack objectivity.

**Our solution:** For education support we collaborate with local and domestic NPOs, and we verify the validity of our efforts through external awards and certifications.

Collaboration / Verification	Partner / Body	Role
Education-support collaboration	Shapla Neer / SEED Ministries Bangladesh	On-the-ground use of donations
Third-party verification	Japan SDGs Award / Ministry of the Environment Good Life Award / DECARBO score	Objective evaluation of our efforts



“Connecting with trustworthy third parties” — Collaboration and external verification are mechanisms to keep our efforts from becoming self-serving.

## 7. Contribution to the SDGs (17-Goal Mapping)

The Company contributes with a focus on goals where it actually has activities. We do not make a formal declaration of “contribution” to all 17 goals.

## Primary 17-Goal Mapping

SDG Goal	Rating	Main point of contact	Source
1. No Poverty	★★★★	Job creation in developing countries	Company activity records
2. Zero Hunger	-	No contact	-
3. Good Health and Well-being	-	No contact	-
4. Quality Education	★★★★	10% net-profit education donation; awareness communications	Company donation records
5. Gender Equality	★★★★	Women's independence support; appointment of a woman director	Company board composition
6. Clean Water and Sanitation	-	No contact	-
7. Affordable and Clean Energy	-	No contact	-
8. Decent Work and Economic Growth	★★★★	Fair employment; support for employment of people with disabilities	Company activity records
9. Industry, Innovation and Infrastructure	★	AI adoption support (limited contact)	Company business
10. Reduced Inequalities	★★★★	Economic inclusion in developing countries	Company activity records
11. Sustainable Cities and Communities	-	No contact	-
12. Responsible Consumption and Production	★★★★	Low-carbon leather (80% CO2 reduction)	DECARBO score certification
13. Climate Action	★	Product decarbonization	DECARBO score certification

SDG Goal	Rating	Main point of contact	Source
		(company-wide target under development)	
14. Life Below Water	-	No contact	-
15. Life on Land	-	No contact	-
16. Peace, Justice and Strong Institutions	★	Emphasis on transparency and third-party verification	This report
17. Partnerships for the Goals	★★★	NPO collaboration; corporate communications support	Company activity records

### Priority Goals (★★★)

Priority	Goal	Reason
	SDG 12 Responsible Consumption and Production	Backed by the quantitative 80% CO2-reduction result and third-party certification; our distinctiveness is strongest here
	SDG 1 / 4 / 5 / 8 / 10 (Social)	Employment, education, gender, and inclusion are integrated as a single chain of independence support
	SDG 17 Partnerships	NPO collaboration and corporate communications support are built into the business structure

## Goals Excluded from Priorities (Avoiding SDG-Washing)

Goal	Reason for exclusion / limitation
SDG 13 (Climate Action)	We have per-product decarbonization results, but company-wide Scope 1+2/3 (total CO2 emissions across business activities) targets are under development, so we do not list it as a priority
SDG 2 / 6 / 7 / 11 / 14 / 15	At present there is no direct business contact; we do not make a formal declaration of contribution



**Policy on avoiding SDG-washing:** We list as priorities only goals with substantive efforts and quantitative backing. We do not state “contribution” for goals where we have no point of contact.

## 8. CSV (Creating Shared Value) Structure

Our business is structured so that the growth of economic value is directly linked to the expansion of social value.

Business	Economic value (Company profit)	Social value created at the same time
Raffaello (manufacturing & retail)	Product sales	Funding for employment and education donations in developing countries; spread of low-carbon manufacturing
Communications support (PR / LLMO / media)	Service revenue	Social visualization of sustainable corporate efforts

### Main CSV: “Turning practiced ethical management into communication power”

The Company practices ethical manufacturing itself (creating social value) and repurposes that practical know-how for corporate communications support (spreading social value). Being a practitioner ourselves is the source of credibility and differentiation for our support business.

## 9. Third-Party Evaluation

Our efforts are accompanied by objective evaluation in the form of third-party awards, certifications, and media coverage.

### Awards and Certifications

Evaluation	Period	Content
6th Japan SDGs Award, Minister for Foreign Affairs Award	—	Awarded in recognition of the efforts of Raffaello, the ethical leather brand operated by the Company
9th Ministry of the Environment Good Life Award, Steering Committee Special Award (Environment and Welfare Award)	—	Recognized for activities that balance environment and welfare
Social Products Award	2022	Recognized Raffaello products for both social value and design
TEDx Awaji speaker selection	2025	President Maki Matsuo selected as a speaker in the sustainability field
DECARBO score certification	June 2024	Certified Raffaello low-carbon leather's CO2 reduction (80% vs. conventional method)

### Recognition in Sales

Evaluation	Period	Content
Amazon Men's Leather Accessories category — No.1 for 4 consecutive years	2016–2019	Amazon category ranking
Yahoo! Shopping "Super PayPay Festival" — Sales No.1	2021	Event ranking

## Media Coverage

J-net21 (SMRJ), BS Fuji “Shiritai! SDGs,” The Nikkei (August 17, 2023), NewsPicks, and others.



**About “No.1” labels:** The “No.1” figures above are facts based on sales rankings within specific platforms, categories, and periods, and do not claim general or unqualified superiority.

## 10. Quantitative Data

### Confirmed Data

Data	Value	Source	Relevant SDG
Product CO2 reduction rate (vs. conventional method)	80%	DECARBO score certification (June 2024)	12
Share of net profit donated to education support	10%	Company donation records	4
Share of women among directors	50% (1 of 2, as of June 2026)	Company board composition	5
Number of education-support partners	2 organizations	Company activity records	17

## Data Planned for Future Collection and Disclosure (Under Development)

Item	Purpose	Relevant SDG	Planned disclosure
Number of employees at developing-country production partners	Quantify employment impact	1 / 5 / 8 / 10	June 2027
Number of companies supported in sustainability communications	Ripple effect of social visualization	17	June 2027
Company-wide CO2 emissions (Scope 1+2)	Expand scope from per-product to company-wide	13	Under development



**Toward richer data:** As a small organization, some of the Company's social and environmental indicators are currently qualitative. Toward the next issue (June 2027), we will establish a system to aggregate the number of employees and supported companies and will expand quantitative backing.

## 11. KPIs and 2030 Roadmap

### Key KPIs and Medium-to-Long-Term Targets

Category	KPI	Base year	Short-term (-2027)	Medium-term (-2030)	Long-term (-2050)	Source
Environment	Product CO2 reduction rate (vs. conventional method)	2024	Maintain 80%	Aim above 80%	Contribute to carbon neutrality	DECARBO score certification
Social	Share of net profit donated to education support	2025	Maintain 10%	10% or more	10% or more	Company donation records
Social	Number of women/persons with disabilities employed in developing-country production	—	Build aggregation system	Under development (disclose June 2027)	Under development	Company activity records
Economic value	Number of companies supported in sustainability communications	—	Under development (disclose June 2027)	Under development	Under development	Company business results

## 2030 Roadmap

Phase	Activities	Relevant area
Phase 1 (-2027): Visualization	Build aggregation systems for employee/supported-company counts; study expansion of company-wide CO2 measurement	Environment, Social, Economic value
Phase 2 (-2030): Expansion	Raise the share of low-carbon products; expand donation and employment impact; broaden communications-support clients	All areas
Phase 3 (-2050): Embedding	Contribute to carbon neutrality in manufacturing; help form a market where sustainable companies are evaluated fairly	All areas

## 12. Governance and Promotion Structure

The Company's sustainability promotion is carried out by a whole-company structure in which the Representative Director & President is the chief responsible officer and the Director & CMO oversees operations. Precisely because we are a small organization, we link management decisions directly to our sustainability policy and execute quickly.

The objectivity of our efforts is ensured by external third-party evaluation. We position the screening of the Japan SDGs Award, the screening of the Ministry of the Environment Good Life Award, and the DECARBO score certification as mechanisms for verifying our own efforts. This report and the Sustainability Declaration are reviewed once a year and revised to reflect progress and results.

## 13. Stakeholder Engagement

Stakeholder	Relationship	Main means of dialogue
Customers (client companies)	Communications support, provision of PR and AI-search optimization	Meetings, monthly reports, email
Production partners (makers in developing countries)	Fair employment and continuous ordering	Production collaboration, quality checks
Partner NPOs / local organizations	Collaboration through education-support donations	Donations, sharing of activity reports
Suppliers / partner companies	Fair and transparent transactions	Contracts, regular communication
Local communities / citizens	Provision of ethical products and information; SDGs awareness	Own media (franksdgs.com), note, social media

## 14. Corporate Information and Afterword

### Corporate Information

Item	Details
Company name	FrankPR Inc.
Head office	Saiwai Building 9F, 1-3-1 Uchisaiwaicho, Chiyoda-ku, Tokyo 100-8560, Japan
Representative Director & President	Maki Matsuo
Founded	October 1, 2018
Telephone	+81-50-3177-4402
Official website	<a href="http://www.frank-pr.jp/">http://www.frank-pr.jp/</a>
SDGs media	<a href="https://franksdgs.com/">https://franksdgs.com/</a>
Inquiries about this report	Contact form on the official website

## Afterword

This is the Company's inaugural report. We have taken care to communicate our efforts without exaggeration, dividing them into "results," "third-party evaluation," and "targets yet to be set." Precisely because we are a small company, we frankly show both what we can do and what we cannot yet do, and we will close that gap through annual updates. In the next issue (June 2027), we will work to quantify the indicators marked "under development" in this issue.

This report is consistent with the Sustainability Declaration (established June 2026). Indicators not yet finalized are marked "under development" and will be updated once confirmed.